

Table S2. Overview of slides depicting the Food Pleasure Scale items. The slides were used in the qualitative interviews.

Topic	Slide shown during interviews
Sensory properties	
Expectations and desires	
Collative properties	

<p>Eating context</p>	 <p>The infographic for 'Eating Context' features a green background with the title 'EATING CONTEXT' in white capital letters. It includes five circular images: a group of friends dining at a restaurant, a table set with glasses and plates, a couple sitting at a desk eating, a woman sitting on a bench eating, and a couple in a modern kitchen setting.</p>
<p>Product information</p>	 <p>The infographic for 'Product Information' has an orange background with the title 'PRODUCT INFORMATION' in white capital letters. It displays various food-related graphics: a '100% NATURAL' and 'GMO free' badge, a 'Vegan' and 'GLUTEN' badge, a 'FARM FRESH ORGANIC' seal, a tomato with a 'Nutrition Facts' label, a 'CHICKEN PRODUCTION' diagram showing the process from farm to delivery, and a '100% HALAL' logo.</p>
<p>Post-ingestive sensations</p>	 <p>The infographic for 'Post-ingestive Sensations' features a purple background with the title 'POST-INGESTIVE SENSATIONS' in white capital letters. It includes five circular images: a person holding their stomach in discomfort, a woman celebrating with her arms raised, a man sleeping on a couch, a woman holding a mug with her eyes closed, and a man eating pizza.</p>

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